



GUIDE FOR PROJECT COMMUNICATION

Central Baltic Programme 2014-2020

29.11.2016



European Union

European Regional
Development Fund

Dear project partner,

The programme and the funded projects are in a joint venture when it comes to reaching the set goals. We are also all together given the joint task to make sure the good work we do to develop the Central Baltic region is spread out and known by the people we do the work for.

This *Guide for project communication* is made by the Joint Secretariat of the Central Baltic Programme 2014-2020 to provide instructions and guidelines for the communication activities of your project.

The guide gives an overview of the technical requirements set in the EC Regulation No 1303/2013 and in the Programme Manual of the Central Baltic Programme 2014-2020. Yet, and even more importantly, we want to help the projects to understand the importance of communication in making the project a success. It is about planning of what, when and how to say things and to whom. This is not always easy but we hope this guide will help the projects in planning their communication activities.

In case there is anything you are left wondering about project communication do not hesitate to be in contact with the Joint Secretariat. We are happy to help in promoting your project and in finding the best ways to do it.

We wish you the best success in implementing your project in the coming years!

The Joint Secretariat
Central Baltic Programme 2014-2020

1. Why all the fuss about project communication?

There are good projects and then there are those that are not so successful. Have you ever stopped to think of what is the actual difference? What makes a project successful or unsuccessful: is a successful project one that reaches all its planned results and an unsuccessful project one that does not? Think again.

It actually all revolves around communication. It is not possible to make a truly successful project without good communication. Good communication means that everyone is on the same page about what is happening in the project and understands what their own role is in making it all happen. Motivation to work well grows through understanding why the work is to be done (some say this has to do with “internal communication”). Secondly, no matter how wonderful, proud and excited the project team feels about their work and accomplishments, no difference is made anywhere if no one else knows about it (yes, this is the external communication part).

That was the one most important thing about making your project a success. There are several other important things, too, but none of them alone will make your project a true success if communication is not working.

So, what to do?

1. Motivate your partners - make sure they know their tasks are clear and they know why they are important
2. Do the project - don't forget to enjoy it
3. Tell the world about how your project is going and what comes out of it

2. Communication in EU projects - let's work on it together!

There is one specific communication need that joins all the EU-funded projects and, therefore, also your project financed by the Central Baltic Programme: the European Union is continuously battling the fact that a large part of the citizens do not know the benefits they get from the EU.

The European Commission wants the citizens to see and understand concrete examples of what the all-famous “EU money” or “EU membership fees” bring to their lives. This is reflected in the strong emphasis and expectations put on communication activities in the programmes and projects: simply obeying the regulations on displaying the EU flag is not enough. Communication about the project benefits to the relevant target groups and wider audiences is a must in every project.

But the good news is that we are in it all together! We in the Joint Secretariat have the same task as all our projects: to get the word out about the benefits of Interreg cooperation. Therefore, the Joint Secretariat wants to create close cooperation with your project also when it comes to spreading and sharing your news and results. For this purpose a Communication network is set up

as a group in Facebook, open for all project partners of the Central Baltic projects. The group is to function as a platform not only to share news and build networks but also to share good practices, experiences, successes and why not even the bad practice experiences (they are a part of life, let's accept it). Additionally, seminars on different communication related issues will be organised and support in media work provided.

We are also always keen to hear about your needs and ideas on how to work on the joint communication task of spreading the EU benefits.

3. The EU flag - where to put it?

The legal requirements on publicity and communication for the projects are laid down in the following documents:

- Regulation (EC) No 1303/2013 (especially articles 115,116 and 117) and its Annex XII
- Subsidy Contract §7
- Programme Manual

We don't want your project to lose the programme financing due to mistakes in following the regulations. But even less we want you to lose sleep over how to deal with the logos.

In order to make it as easy as possible for you to make sure you follow these requirements, we have compiled simple visual instructions on how to do it and what goes where in the Annex 1 of this guide.

All the logo files you or the art designer of your project can ever dream of can be found on the programme website in different file formats, colour modes and language versions.

Let's not make this part difficult as it really is not. The real communication happens somewhere else.

4. How to make your project's communication succeed?

As communication is a part of everything you do in your project, there is no requirement to create a separate communication plan. The communication has been built into your project in the application phase when planning the project's aims and activities. This is a good starting point.

However, with some thinking and planning you can make your communication more efficient, effective, and lasting. This should be done in the beginning of your project. The half-way and the end of the project are here sooner than you think and then you might already have lost the chance of making your project the very successful one through good communication. So, don't stop your reading here!

Before we start, one very important thing to bear in mind is the difference between informing and communicating. While information is more about making things available, communication is about making the audience understand the importance and context of the things you tell them, in the best case affecting their thinking or making them take an action. This is what you should be aiming at.

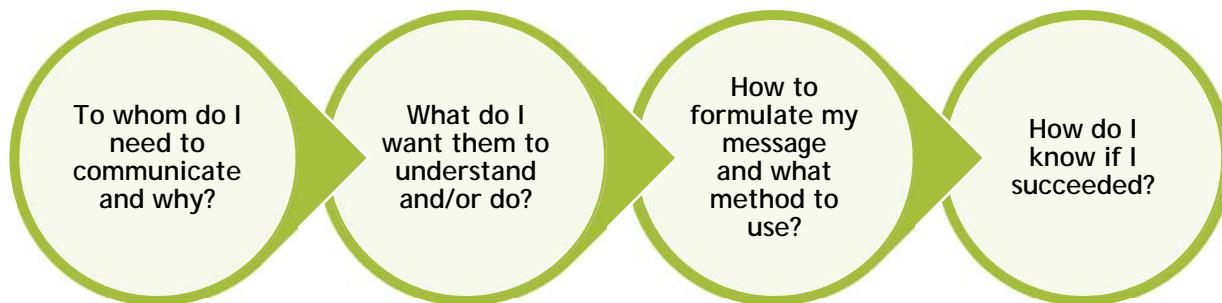
Keep in mind that making information available on the internet is only a starting point. It is like a table set for the guests to come but does not yet make a party. You need to send out invitations and host the event so that people feel welcome and enjoy being with you. Good communication is happening when people feel, think and do something that supports your goal.

Know what you are saying: to whom, how and why

It is important to see the difference between the project objectives and communication objectives, and that no matter what type of a project you are running, communication must always be planned and done well.

For some projects communication is very closely related to the main project aims and for some not. For instance, in a project aiming at raising awareness about a certain minority group to improve their inclusion in the society, the project as such is very much about communication. On the contrary, for a project developing small harbours with investments the main activities are not as closely related to communication. Yet, both projects will in practice fail if communication is not done well. The first project will not reach any of its aims and the latter will maybe get the investments done but as people don't know about them, all the work and money is wasted.

In order to know what to do, be clear about your communication objectives. What do you want to achieve by communication and why? Whom do you want to address? When is the best time to catch their attention - with what methods? It is also good to think of how you can evaluate the outcome of your communication afterwards.



Target groups can be easily identified by developing a list of important people and organisations that you want to know about your project and its work. Be sure to include all partners in this brainstorming exercise!

After listing the relevant groups of people, put yourself in the shoes of each target group:

- What does this group need to know and want to hear? What should I get them to do (e.g. change their attitude, participate in an activity, promote a change in legislation)?
- How should it be formulated (e.g. friendly, demanding, official, fun, provoking, short and catchy or well elaborated and in-depth)?
- What would be the best way to reach them (e.g. phone call, newsletter, visit, organising an event, doing a presentation, social media update)?
- What will stop them listening to what you have to say (e.g. writing a too long or difficult message, being too official, not being able to show that you know who you are talking to)?
- How will you know that they have got the message (e.g. they register to an event, take part in a discussion, reply to a questionnaire)?

How on Earth can one gain media visibility?

Interacting with the media can be a very effective and efficient way to get information about your project out to a broad audience. But it can also prove to be difficult to make it through, especially if you try to target national, or let alone international, media. However, as an interesting article or a radio/television broadcast spreads so widely and to also those people that do not attend your events or other activities normally, it is very strongly encouraged to spend time and energy on gaining visibility in media with your project.

In order to get your message through, make it easy for the press to do a good story on the topic you care so deeply about. Sending a press release or an invitation to a press conference is, unfortunately, likely not to get the desired attention. Instead of just sending out press release after press release, try to establish a closer cooperation with the media. Identify journalists that write about your issues, call them up and talk to them. Serve them with “ready-made stories” that are interesting for their readers/audience, convince them about your “point” - that it is not just another EU project, this is *something else!*

In many cases local media can be easier to reach and could be more interested in the issue if there is a local touch to your story. Therefore, consider adapting your strategies locally and figure out what is in it for each location. Sometimes the international cooperation taking place in your project can be the new thing, sometimes it can be the local people being provided something or doing something new as part of your project, or people from somewhere else coming to a place to do something new together. Try to find the locally interesting angle to your news but do not forget to underline the European perspective.

To support you in the venture with media, the Joint Secretariat has compiled a list of media contacts in the whole programme area for the projects to use. It is delivered to the projects together with this guide. We hope to be informed on any good contacts and cooperation possibilities with the media not yet on the list.

ANNEX 1

The use of logos

In this annex we provide an overview of what logos and references should go where and a list on the different logo files and versions available on the programme website www.centralbaltic.eu > Documents > Logos. The requirements are described in detail in the Programme Manual.

Table: What logos and references to have where?

Methods and measures	Emblem (flag) of the European Union	Text “European Union”	Reference to the European Regional Development Fund	Programme logo	Additional
INFORMATION / PROMOTION MATERIALS	x	x	x	x	NB! The size of the item defines the requirements
Materials where space allows (e.g. brochures, leaflets, books, t-shirts, bags, folders, videos, CDs, DVDs)	x	x	x	x	
Materials where space limits printing (e.g. pens, USB sticks, business cards)	x	x		x (or project logo)	
Examples					
<i>Project website or section in a project partner's website</i>	x	x	x	x	<i>On a separate project website, the EU flag must be visible <u>on the front page without having to scroll down</u>.</i>
<i>Newsletters and other electronic materials</i>	x	x	x	x	
<i>Press releases</i>	x	x	x	x	<i>If a third party (e.g. a newspaper) publishes an article about the project for free, we cannot demand them to display the flag and logo in the article.</i>
<i>Presentations (Powerpoint or other)</i>	x	x	x	x	<i>It is enough if a presentation has the EU references and programme logo in the beginning and end. They don't need to be on each slide.</i>
INFRASTRUCTURE INVESTMENTS	x	x	x	x	A permanent plaque displaying these has to be erected at the infrastructure site when the investment exceeds 500.000 euros ERDF. (see Manual)
EQUIPMENT	x	x	x	x	To be attached to the equipment as a sticker or similar (stickers are not provided by the programme). NB! Office supplies, such as laptops, cameras and furniture are not considered to require the attachment of a sticker.

The logo files available at www.centralbaltic.eu:

PROGRAMME LOGO

CB logo.jpg (rgb)

CB logo mono.jpg

CB logo cmyk.eps



EU FLAG WITH REFERENCES (portrait and landscape layouts)

EU flag.jpg Eng, Est, Fin, Lat, Swe



EU flag mono.jpg Eng, Est, Fin, Lat, Swe

EU flag cmyk.eps Eng, Est, Fin, Lat, Swe

EU flag landscape.jpg Eng, Est, Fin, Lat, Swe



EU flag landscape mono.jpg Eng, Est, Fin, Lat, Swe

EU flag landscape cmyk.eps Eng, Est, Fin, Lat, Swe

EU FLAG FOR VERY SMALL ITEMS

EU flag small items.jpg Eng, Est, Fin, Lat, Swe



EU flag small items mono.jpg Eng, Est, Fin, Lat, Swe

EU flag small items cmyk.eps Eng, Est, Fin, Lat, Swe

Different file formats

Files in .jpg format are provided in high quality (300 ppi) and can be used by those who can't access the .eps file (due to not having the suitable software) but need a printed good quality, sharp logo image. For use in small size (e.g. in headers) or online, it is recommended to make the file smaller.

Files in .eps format are so-called “vector” files that can be enlarged without limitations and without quality loss. Therefore, when providing for example printing houses a logo file, the .eps file is the best option. They should always have means of opening and handling this kind of a file although you may not be able to open it on your computer if there is not the needed software installed.

ANNEX 2

Short Dictionary

English	Latvian	Swedish	Finnish	Estonian
European Union	Eiropas Savienība	Europeiska unionen	Euroopan unioni	Euroopa Liit
European Regional Development Fund	Eiropas Reģionālās attīstības fonds	Europeiska regionala utvecklingsfonden	Euroopan aluekehitysrahasto	Euroopa Regionaalarengu Fond
Central Baltic Programme 2014-2020	Centrālā Baltijas programma 2014.-2020. gadam	Central Baltic Programmet 2014-2020	Central Baltic -ohjelma 2014-2020	Kesk-Läänemere programm 2014-2020

ANNEX 3

Graphics guide to the European emblem

Introduction

This graphics guide is intended to help users reproduce the European emblem correctly. It includes instructions on how to create the emblem and a definition of the standard colours.

The European flag

The European flag is not only the symbol of the European Union but also of Europe's unity and identity in a wider sense. The circle of gold stars represents solidarity and harmony between the peoples of Europe.

The number of stars has nothing to do with the number of Member States. There are 12 stars because the number 12 is traditionally the symbol of perfection, completeness and unity. The flag therefore remains unchanged regardless of EU enlargements.

Symbolic description

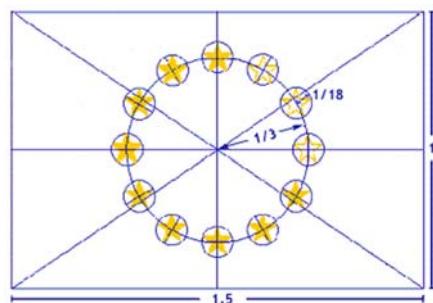
Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.

Heraldic description

On an azure field a circle of twelve golden mullets, their points not touching.

Geometric description

The emblem is in the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one-third of the height of the hoist. Each of the stars has five points, which are situated on the circumference of an invisible circle whose radius is equal to $1/18$ th of the height of the hoist. All the stars are upright – that is to say, with the top point vertical and two points in a straight line at right angles to the mast.



The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable

Regulations colours

The emblem

The emblem is in the following colours:

- PANTONE REFLEX BLUE for the surface of the rectangle;
- PANTONE YELLOW for the stars.

The international Pantone range is very widely available and easily accessible, even for nonprofessionals.

Four-colour process

If the four-colour process is used, it is not possible to use the two standard colours. It is therefore necessary to recreate them using the four colours of the four-colour process.

- Pantone Yellow is obtained by using 100 % ‘Process Yellow’.
- By mixing 100 % ‘Process Cyan’ with 80 % ‘Process Magenta’ one can get a colour very similar to Pantone Reflex Blue.

Internet

In the web-palette

- PANTONE REFLEX BLUE corresponds to colour RGB:0/0/153 (hexadecimal: 000099) and
- PANTONE YELLOW corresponds to colour RGB: 255/204/0 (hexadecimal: FFCC00).

Monochrome reproduction process



If only black is available, outline the rectangle in black and print the stars in black on white.

If blue is the only colour available, use Reflex Blue at 100 % for the rectangle and leave the stars in white (negative).

Reproduction on a coloured background

The emblem is preferably reproduced on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there is no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25th of the height of the rectangle.

Examples of incorrect reproduction

1. The emblem is upside down.



2. The stars are not upright.



3. The stars are wrongly positioned in the circle: they must appear in the position of the hours on the face of a clock.

Further reading regarding the European emblem

See the full guide on: <http://publications.europa.eu/code/en/en-5000100.htm>

The EU flag in different formats can be downloaded at:

http://europa.eu/abc/symbols/emblem/download_en.htm

Various photos with the EU flag can be downloaded at:

http://ec.europa.eu/avservices/photo/photo_thematic_en.cfm